

Amendments to the Claims:

This listing of the claims replaces all prior versions and listing of the claims in the present application.

Listing of Claims:

1. (previously presented) An information distributing system, comprising:

an information distributor side device; and

a plurality of audience side terminal units;

wherein said information distributor side device comprises:

a database for storing a plurality of sets of provided information and seller side information, said seller side information representing attributes of an audience that an information provider wants to receive said provided information; and

a broadcasting means for broadcasting said plurality of sets to said plurality of audience side terminal units, and

wherein each of said plurality of audience side terminal units comprises:

receiving means for receiving said plurality of sets from said information distributor side device;

comparing means for comparing each item of said seller side information of each set with each item of buyer side information that represents attributes of an audience who has the

audience side terminal unit and that is provided at the buyer side; and

selecting means for selecting the provided information paired with the seller side information for which the number of matched items with said buyer side information is largest.

2. (original) The information distributing system as set forth in claim 1, wherein the provided information is an advertisement.

3. (original) The information distributing system as set forth in claim 1, wherein said seller side information contains as items at least one of the area, zip code, telephone area code, sex, age range, occupation, and hobby of an audience to which the information provider wants to provide said provided information.

4. (original) The information distributing system as set forth in claim 1, wherein said buyer side information contains as items at least one of the area, zip code, telephone area code, sex, age range, occupation, and hobby of an audience who receives said provided information.

5. (previously presented) The information distributing system as set forth in claim 1, wherein said buyer side information is stored in a memory card that is replaceably attached to said audience side terminal unit.

6-8. (canceled)

9. (previously presented) An audience side terminal unit, comprising:

receiving means for receiving a plurality of sets of provided information and seller side information from an information distributor side device, said seller side information representing attributes of an audience that an information provider wants to receive said provided information;

comparing means for comparing each item of said seller side information of each set with each item of buyer side information that represents attributes of an audience who has said audience side terminal unit and that is provided at the buyer side; and

selecting means for selecting provided information paired with the seller side information for which the number of matched items with said buyer side information is largest.

10. (original) The audience side terminal unit as set forth in claim 9, wherein the provided information is an advertisement.

11. (original) The audience side terminal unit as set forth in claim 9, wherein said seller side information contains as items at least one of the area, zip code, telephone area code, sex, age range, occupation, and hobby of an audience to which the information provider wants to provide said provided information.

12. (original) The audience side terminal unit as set forth in claim 9, wherein said buyer side information contains as items at least one of the area, zip code, telephone area code, sex, age range, occupation, and hobby of an audience who receives said provided information.

13. (previously presented) The audience side terminal unit as set forth in claim 9, wherein said buyer side information is stored in a memory card that is replaceably attached to said audience side terminal unit.

14. (previously presented) An information distributing method, comprising the steps of:

storing a plurality of sets of provided information and seller side information to a database of an information distributor side device, said seller side information representing attributes of an audience that an information provider wants to receive said provided information;

distributing said plurality of sets from said information distributor side device to a plurality of audience side terminal units;

causing each of said plurality of audience side terminal units to receive said plurality of sets from said information distributor side device;

causing each of said plurality of audience side terminal units to compare each time of said seller side

information of each set and each item of buyer side information that represents attributes of an audience who has each of said plurality of said audience side terminal units and that is provided at the buyer side; and

causing each of said plurality of audience side terminal units to select provided information paired with the seller side information for which the number of matched items with said buyer side information is largest.

15. (original) The information distributing method as set forth in claim 14, wherein the provided information is an advertisement.

16. (original) The information distributing method as set forth in claim 14, wherein said seller side information contains as items at least one of the area, zip code, telephone area code, sex, age range, occupation, and hobby of an audience to which the information provider want to provide said provided information.

17. (original) The information distributing method as set forth in claim 14, wherein said buyer side information contains as items at least one of the area, zip code, telephone area code, sex, age range, occupation, and hobby of an audience who receives said provided information.

18. (previously presented) The information distributing method as set forth in claim 14, further comprising the step of

storing the buyer side information in a memory card that is replaceably attached to the audience side terminal unit.

19. (previously presented) The method of claim 14, wherein the last two steps comprise the steps of providing a numerical value of the number of matches for each of the sets of provided information and seller side information, and comparing the numerical values for each of the sets when selecting the largest number of matches.

20. (previously presented) The system of claim 1, wherein said comparing and selecting means comprise means for providing a numerical value of the number of matches for each of the sets of provided information and seller side information and for comparing the numerical values for each of the sets when selecting the largest number of matches.

21. (previously presented) The terminal unit of claim 9, wherein said comparing and selecting means comprise means for providing a numerical value of the number of matches for each of the sets of provided information and seller side information and for comparing the numerical values for each of the sets when selecting the largest number of matches.